

# A Closer Look

By Ernest Kreiling

HOLLYWOOD — Whatever its faults, the 21-inch electronic picture tube has one eternal virtue. It's primarily confined to our homes and subject to our personal control of the on-off switch.

But now the controversial and not-too-robust outdoor advertising industry is borrowing

a few concepts from television. In the not too distant future this oldest form of advertising used by man will join the 20th Century with a transistorized vengeance.

At strategic spots along the freeways and boulevards we'll be seeing television-like screens the size of billboards

which will flash larger-than-life size messages in full color. A central programming headquarters will simultaneously serve a network of such boards and make periodic changes in the messages according to traffic and weather conditions or by the time of the day.

FOR EXAMPLE, the billboards might plug department store sales, coffee and bakery goods in the mornings and switch to beer, martini mixes and restaurants during the get-home rush interspersed with the commercials will come weather reports,

traffic bulletins, news reports, personal emergency messages, and even entertainment.

One advertising executive noted, "Every traffic jam is a potential drive-in theater."

As an advertising medium the electronic billboards should have the advantage of being immediately responsive to changing conditions. For example, if a cold spell struck overnight, commercials pushing anti-freeze could be programmed on the boards the next morning; pre-prepared swimming suit ads could be run on short notice when the temper-

ature rose above 90 degrees, etc.

BUT THAT'S not all. Flickering pictures will also be assaulting us at the drug stores, soda fountains, and local pubs. It's a device called Cinebox, which according to *Insiders' Newsletter*, "let's the modern teen, for a quarter, chose his favorite twist from 40 selections and be treated to a three-minute song and dance, in color, on a 21-inch screen." (I'd personally like to see—just once—who or what makes some of the noises I hear on the radio today).

Cinebox is reported to be a rage in Italy and is now being tested in Philadelphia. *Insiders' Newsletter* concludes, "Cinebox may also be a boon to advertisers." On that we can rely.

THE NEXT STEP, and it's being worked on, is the sight record for showing at home on a small screen near the phonograph.

We'll be so plagued by unwanted visual attacks from all quarters that we'll probably cherish the little screen we now know as television which we can turn on or off as we want. It takes little imagina-

## Bird Season Set

The red-legged partridge season will run from Nov. 2, 1963 through Jan. 1, 1964 except in northeastern California where it will run from Nov. 2 through Dec. 15. Bag and possession limits will be four daily, the Department of Fish and Game has announced.

tion to get a horrendous idea of what kind of a world we'll be living in tomorrow.

The only thing left to be invented in a device that guarantees solitary refuge from uninvited sights and sounds.

## Deer Season Set by DFG

The northeastern California late deer season has been set from Sept. 21 to Oct. 13 by the Department of Fish and Game with a limit of one buck—three points or better.

The area includes all of Modoc County, Siskiyou County east of U.S. Highways 97 and 99 and State Highway 89, Shasta County east of State Highways 39 and 44, the Lassen and Sierra Counties north and east of State Highways 44 and 36 and U. S. Highway 395.

### COTTON OXFORD, SHORT SLEEVE SHIRTS

5.00 EA. **3 for 10.00**

You can choose white button down or snap tab collars . . . blue or lime in button down or snap tab . . . or black, blue or red stripes in button downs. Sizes 14½-17 (snap tab to 16½ only).

### SLIM, TRIM TIES . . . A FAMOUS BRAND 3 FOR 4.00

Made expressly for snap tab and button down collars, in 1½" and 1¾" widths. All silk, silk & rayon blends, velours, cotton twills . . . solid colors, stripes, under-knot designs . . . in many shades of black, navy, brown, maroon, charcoal, olive, gray.



# MAYCO SOUTH BAY CHEAPER BY THE BOX SALE

### BOXER SHORTS IN COTTON BROADCLOTH

1.00 EA. **6 for 5.00**

Sanforized for constant fit, elastic waistband, full cut . . . in color fast prints or all white. 30-44.

### COMBED COTTON TEE SHIRTS

1.00 EA. **6 for 5.00**

Reinforced neckband that won't stretch out of shape, taped collar insures longer wear. S, M, L, XL.

### SWISS RIB ATHLETIC SHIRTS

1.00 EA. **6 for 5.00**

100% combed cotton for shape retention, with reinforced neck & armholes. 36-46.

### KNIT BRIEFS OF COMBED COTTON

1.00 EA. **6 for 5.00**

Reinforced at points of strain, heat resistant waistbands. S, M, L, XL.

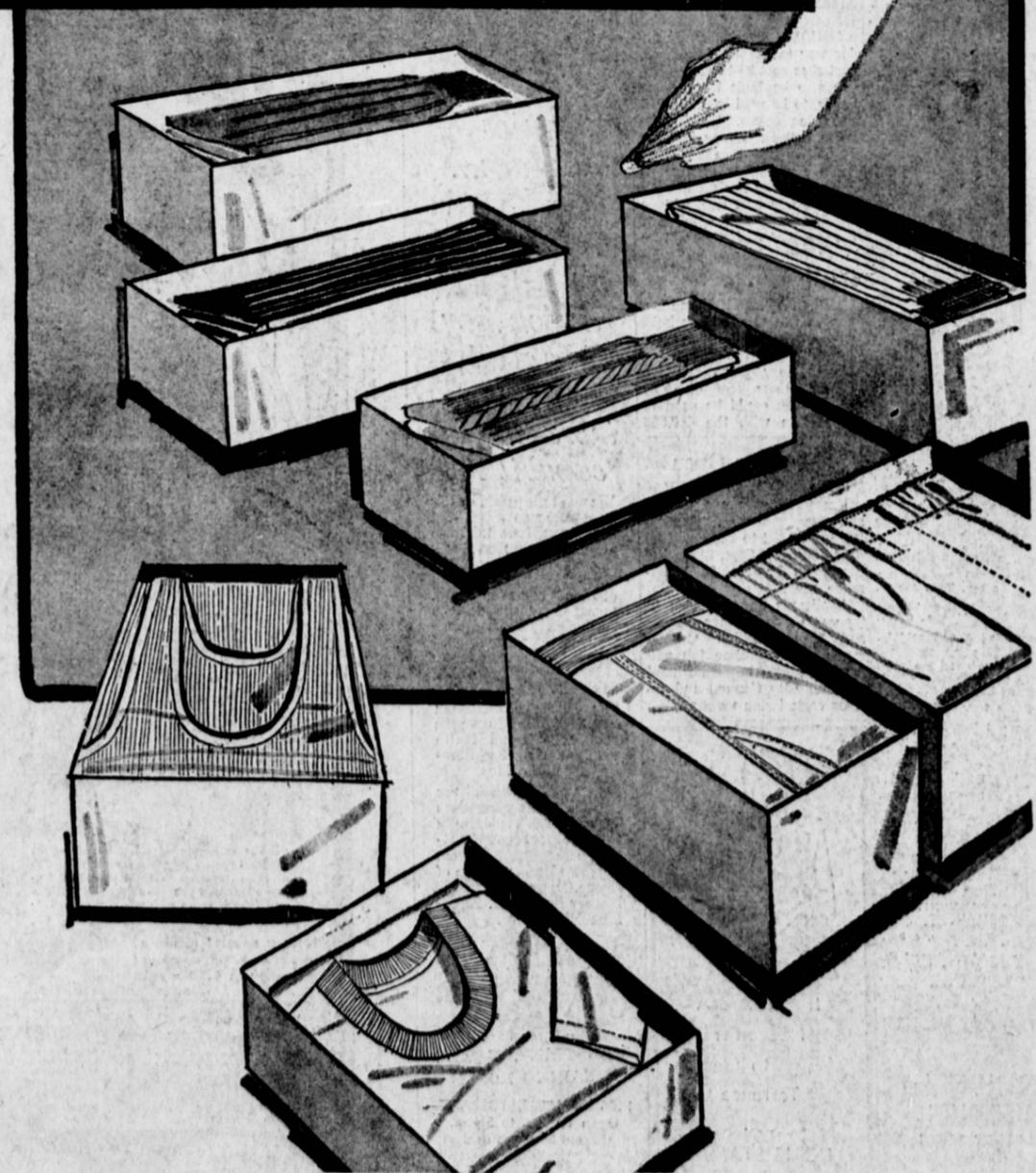
### MEN'S HOSIERY FOR DRESS OR LEISURE WEAR

1.00 PER PR. **6 prs. for 5.00**

1. 60% Australian wool, 40% spun nylon in 9x3 rib anklets, elastic tops. Black, brown, charcoal, navy, olive, gray. Sizes 10½-13.
2. 100% nylon stretch socks in over-calf style, 6x3, new—for leg coverage. One size fits all: 10-13. Black, brown, char, navy.
3. 100% Banton (texturized nylon) stretch socks in handsome self pattern cable design; one size fits 10-13. Black, navy, char, olive.
4. Crew socks of 75% Orlon acrylic, 25% stretch nylon, 1x1 rib top, one size fits all, 10-13. Black, brown, char, navy, olive.

May Co. Men's Furnishings 80—All Nine Stores  
Order by mail or phone 370-2511

Orlon is Du Pont's registered trademark for its acrylic fiber



SHOP EVERY NIGHT TILL 9:30 Monday through Friday — Shop Saturday 9:30 a.m. till 5:30 p.m.